TO: BILL
ANN
LISA

Please note the following information and act accordingly.

J.H. Casey

Mr. F.J. DeJong
Division Manager

CC: DAWN

R.J. Reynolds Tobacco Company
125-A Gaither Drive
Mt. Laurel, New Jersey 08054

RJR

July 11, 1990

D.M. 7/17/90
T&D 7/17/90
S.R.M. 7/11
S.A.M. 7/16/90

To: Messrs. G. B. Brown
J. H. Casey
F. J. DeJong
R. A. Pettorini

Re: Wawa PCD/Security Display

Dear Division Managers:

As discussed with your SAM's and SRM's on 7/9/90, Wawa has approved our PCD/Security Display for all New Jersey locations. To assist you in the installation of the units, listed below are some guidelines to follow:

- Security Display placement on main counter as illustrated (enclosed).
- One piece of advertising is authorized for this Display. We are attempting to have the price pre-printed. If you receive any advertising that is not pre-printed, please use 1" font numbers for pricing. Do not hand write the price on advertising.
- SRM Mel Schwartz, Philadelphia Division, will begin delivering these Displays on Friday 7/13/90.
- Install display tray as illustrated in Diagram #3 on instruction sheet (enclosed).
- Use 25¢ DORAL and 50¢ two-pack MAGNA coupons for these Displays. We will be sending out your requested coupons as soon as possible.
- SIS reporting for these Displays:

COUNTER PCD - 1Z $35.00/Mo.

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Source: https://www.industrydocuments.ucsf.edu/docs/gtjn0000

- Also enclosed is an orderbook form. This should be left with Wawa store managers as a reminder to order product for Displays through T & C Warehouse. This is not a prebook form, only a reminder to avoid OOS on DORAL/MAGNA.

- Please attempt to maximize additional coverage of these calls due to high movement of DORAL product in test stores.

If you have any questions, please do not hesitate to contact me.

Warm Regards,

R. L. Noonan

RLN:gms

Enclosures

cc: J. P. Renehan
D. L. Bomgardner
J. A. Morris

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Source: https://www.industrydocuments.ucsf.edu/docs/gjjn0000